

## ORDER



KSDK

**Orders**  
**Order / Rev:** 720221  
**Alt Order #:** 06362665  
**Product Desc:** WOMEN VOTE  
**Estimate:**  
**Flight Dates:** 10/03/12 - 10/06/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Waterfront Strategies/ POL  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Women Vote  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/06/12	56	\$77,840.00	\$66,164.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	56	\$77,840.00	\$66,164.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$77,840.00</b>	<b>\$66,164.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/04/12	10/05/12	M-F 4-5A 4-5A	CM	4-5A	---TF--	:30	1	\$65.00	P-1	0.00	NM	1	\$65.00
RATE CHANGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		1				\$65.00		0.00			
2	KSDK	10/04/12	10/05/12	M-F 5-6A 5-6a	CM	5-6A	---TF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		3				\$575.00		0.00			
3	KSDK	10/04/12	10/05/12	M-F 6-7A 6-7a	CM	6-7A	---TF--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		2				\$1,125.00		0.00			
4	KSDK	10/04/12	10/05/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---TF--	:30	2	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		2				\$1,010.00		0.00			
5	KSDK	10/04/12	10/05/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---TF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		1				\$800.00		0.00			
6	KSDK	10/04/12	10/05/12	M-F 10-11A News at 10am	CM	10-11A	---11--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 720221  
 Alt Order #: 06362665  
 Flight Dates: 10/03/12 - 10/06/12

Advertiser: Women Vote  
 Product Desc: WOMEN VOTE  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/04/12	10/05/12	M-F 10-11A News at 10am	CM	10-11A	---11--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$450.00		0.00			
7	KSDK	10/04/12	10/05/12	M-F 11-12P Today Show III	CM	11A-12P	---TF--	:30	1	\$575.00	P-1	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		1				\$575.00		0.00			
8	KSDK	10/03/12	10/05/12	M-F Noon News Noon News	CM	12-1230p	--111--	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$675.00		0.00			
9	KSDK	10/03/12	10/05/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	--111--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$575.00		0.00			
10	KSDK	10/04/12	10/05/12	Days of Our Lives Days of Our Lives	CM	1-2P	---11--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$900.00		0.00			
11	KSDK	10/03/12	10/05/12	M-F 2-3p Dr. Oz	CM	2-3p	--111--	:30	3	\$675.00	P-1	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$675.00		0.00			
12	KSDK	10/03/12	10/03/12	M-F 3-4p Ellen	CM	3-4p (3:00 PM-4:00 PM)	--W----	:30	1	\$675.00	P-1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$675.00		0.00			
13	KSDK	10/03/12	10/05/12	M-F 4P News News 5 at Four	CM	4-430P	--111--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$900.00		0.00			
14	KSDK	10/04/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5p	---11--	:30	2	\$1,125.00	P-1	0.00	NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$1,125.00		0.00			
15	KSDK	10/03/12	10/05/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--111--	:30	3	\$2,250.00	P-1	0.00	NM	3	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--111--		3				\$2,250.00		0.00			
16	KSDK	10/04/12	10/05/12	M-F 5P News Nightly News Adj	CM	528-530p (5:28 PM-5:30 PM)	---11--	:30	2	\$3,375.00	P-1	0.00	NM	2	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$3,375.00		0.00			
17	KSDK	10/04/12	10/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---11--	:30	2	\$2,475.00	P-1	0.00	NM	1	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---11--		2				\$2,475.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSDK	10/01/12-10/07/12	M-F 6P News		6-630P	---ThF----	:30		<del>(\$2,475.00)</del>		0.00	NM		
			See MG 25.2,25.3,25.4,25.5 [NA/Oversold]												
N18	KSDK	10/03/12	10/03/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1				\$2,250.00		0.00			

Order / Rev: 720221  
 Alt Order #: 06362665  
 Flight Dates: 10/03/12 - 10/06/12

Advertiser: Women Vote  
 Product Desc: WOMEN VOTE  
 Estimate: KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	KSDK	10/03/12	10/03/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	--W----	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1				\$2,250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		630-7P Wheel		630-7P	--W-----	:30		<del>(\$2,250.00)</del>		0.00	NM		
		See MG 18.2 [Input Error]													
2	KSDK	10/05/12-10/05/12		NBC Nightly News M-F		530-6p	-----F----	:30		\$2,250.00		0.00	NM		
		Ⓜ MG for 18.1 10/03 [N/A]													
19	KSDK	10/04/12	10/05/12	LN (M-F) LN (M-F)	CM	10-1035p	---11--	:30	2	\$2,700.00	P-1	0.00	NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---11--		2				\$2,700.00		0.00			
20	KSDK	10/06/12	10/06/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$2,700.00	P-1	0.00	NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$2,700.00		0.00			
21	KSDK	10/03/12	10/05/12	Tonight Show Tonight Show	CM	1035-1137p	--111--	:30	3	\$1,010.00	P-1	0.00	NM	3	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--111--		3				\$1,010.00		0.00			
22	KSDK	10/06/12	10/06/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$500.00		0.00			
23	KSDK	10/06/12	10/06/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$900.00		0.00			
24	KSDK	10/06/12	10/06/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,125.00		0.00			
25	KSDK	10/06/12	10/06/12	630-7P Wheel Sat 10/6 DO NOT USE	CM	USE NOTRE DAM	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	4	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		630-7P Wheel Sat		USE NOTRE DAM	-----Sa--	:30		<del>(\$1,125.00)</del>		0.00	NM		
		See MG 25.2,25.3,25.4,25.5 [Prgm Change]													
2	KSDK	10/06/12-10/06/12		SAT TDY		7-9A	-----Sa--	:30		\$900.00		0.00	NM		
		Ⓜ MG for 17.1,33.1,25.1 [n/a]													
3	KSDK	10/05/12-10/05/12		Fri Prime A		7-8P	-----F----	:30		\$2,250.00		0.00	NM		
		Ⓜ MG for 17.1,33.1,25.1 [n/a]													
4	KSDK	10/06/12-10/06/12		Notre Dame Football		630-10p	(6:30 PM-10:00 I-----Sa--	:30		\$1,125.00		0.00	NM		
		Ⓜ MG for 17.1,33.1,25.1 [n/a]													
5	KSDK	10/05/12-10/05/12		M-F 2-3p		2-3p	-----F----	:30		\$675.00		0.00	NM		
		Ⓜ MG for 17.1,33.1,25.1 [n/a]													
26	KSDK	10/06/12	10/06/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
		RATE CHANGE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,125.00		0.00			

Advertiser:	Women Vote
Product Desc:	WOMEN VOTE
Estimate:	

**KSDK**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
26	KSDK	10/06/12	10/06/12	Sat 5p News Channel 5 at 5P Sat	CM	5-530P	-----S-	:30	1	\$1,125.00	P-1	0.00	NM	1	\$1,125.00
RATE CHANGE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,125.00		0.00			
27	KSDK	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,700.00	P-1	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,700.00		0.00			
28	KSDK	10/03/12	10/03/12	Wed Prime A Animal Practice/ Guys with Kids	CM	7-8P	--W----	:30	1	\$2,025.00	P-1	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1				\$2,025.00		0.00			
29	KSDK	10/03/12	10/03/12	Wed Prime Wed	CM	7-10p	--W----	:30	1	\$5,625.00	P-1	0.00	NM	1	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1				\$5,625.00		0.00			
30	KSDK	10/04/12	10/04/12	Thu Prime C Rock Center with BW	CM	9-10P	---T---	:30	1	\$3,150.00	P-1	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$3,150.00		0.00			
31	KSDK	10/04/12	10/04/12	Thu Prime A 30 Rock/ Up All Night	CM	7-8P	---T---	:30	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$2,250.00		0.00			
32	KSDK	10/05/12	10/05/12	Fri Prime C Dateline	CM	9-10P	----F--	:30	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$3,600.00		0.00			
33	KSDK	10/06/12	10/06/12	Sat Prime C DO NOT USE	CM	USE NOTRE DAM- (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,350.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$1,350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSDK	10/01/12-10/07/12	Sat Prime C			USE NOTRE DAM-9:00 PM-10:00 PM	-----Sa--	:30		<del>(\$1,350.00)</del>	0.00	NM			
See MG 25.2,25.3,25.4,25.5 [Prgm Change]															
Totals														56	\$77,840.00